


# HR Analytics: Data-driven People Decision Making

8 – 9 December 2025    The Majestic Hotel Kuala Lumpur



**Dr. Fermin Diez** SPHR, GRP, IHRP-MP, FSID   
Top HR Influencer, Author, Trainer & Professional Speaker

# 1 Course Overview

Many HR leaders today find themselves caught between intuition and numbers. They know that workforce planning, and analytics are the future, yet the technical side such as spreadsheets, models, and data can feel intimidating.

Some even say, “I’m not a numbers person.” The result? Critical HR strategies are often driven by instinct rather than insight.

Now imagine a different picture: **HR decisions made with confidence, backed by evidence, predictive models, and strategic foresight.** Instead of reacting to talent shortages, you anticipate them. This is the transformation waiting for you.

This workshop is designed to be step-by-step, beginner-friendly, and highly practical, ensuring that even HR professionals without a technical background can confidently apply analytics. Using proven models and tools in HR analytics, workforce planning, and compensation design, participants will bridge the gap between data and strategy.

**Day 1 builds awareness and understanding of key HR analytics concepts, while Day 2 focuses on application and action, giving participants the chance to practice models, run scenarios, and apply tools directly to their work context.**

And because this workshop is strategically timed in December, it doubles as a “Future-Ready 2026 HR Strategy Workshop.” While others wind down, your HR team will be preparing ahead, aligning workforce planning with business goals for the year to come.

By the end of these two days, you will walk away with practical models, a clear roadmap, and the confidence to integrate analytics into HR strategy. Making your HR team a true driver of business performance.



## 2 Course Lead Trainer



**Dr. Fermin Diez** SPHR, GRP, IHRP-MP, FSID  
Top HR Influencer, Author, Trainer & Professional Speaker



**Dr. Fermin Diez** brings **unparalleled expertise in human resources, consulting, and academia, spanning over 40 countries.** With a PhD from Singapore Management University, an MBA from The Wharton School (University of Pennsylvania), and a Psychology degree from the University of Michigan, he combines deep academic knowledge with practical industry insights. He has advised multinational corporations, public sector organizations, and C-suite executives on Total Rewards, Executive Compensation, Sales Compensation, HR Strategy, and HR Analytics. His impressive client portfolio includes AIA, Citibank, ANZ, Banco Santander, and the Asian Development Bank. He has also held key leadership roles, serving as Regional Head of HR for large MNCs across Asia Pacific and Latin America and as Deputy CEO and Group Head of HR for Singapore's National Council for Social Service.

Dr. Fermin is an Adjunct Professor at the National University of Singapore, Singapore Management University, and Nanyang Technological University. He has authored three influential books, including Human Capital and Global Business Strategy and The Remuneration Handbook: International Edition. With over 20 years of teaching WorldatWork courses worldwide, he has shaped the learning journeys of HR professionals globally. Dr. Fermin has also served on numerous advisory boards, including Jurong Health Systems, Children's Cancer Foundation, and the WorldatWork Global Advisory Council. As a Fellow of the Singapore Institute of Directors, he plays a key role in shaping corporate governance and HR practices. His contributions to HR have earned him recognition as a Top HR Influencer in Asia, and he continues to be a **sought-after speaker at global forums on topics like Compensation, Strategic HR, Talent Management, Mergers & Acquisitions, and HR Analytics.**

# 3 Course Objectives & Benefits

## Objectives

By the end of this workshop, you will be able to:

- ✓ Apply practical HR analytics tools to make data-driven decisions with confidence.
- ✓ Build workforce models that anticipate talent needs and align with organizational strategy.
- ✓ Design compensation and workforce planning frameworks that improve retention and efficiency.
- ✓ Translate analytics into actionable insights that strengthen HR's role as a strategic partner.

## Benefits to Your Company

This workshop ensures that HR moves beyond intuition and contributes directly to measurable performance.

- ✓ Your HR team will shift from guesswork to data-driven decision-making that leaders can trust.
- ✓ They will anticipate future talent needs and address workforce gaps before they become business risks.
- ✓ They will design smarter pay, retention, and workforce models that balance cost efficiency with employee engagement.
- ✓ They will align HR strategies with organizational goals, ensuring people initiatives deliver measurable ROI.

**Result?** You will have team who are future-ready, confident in analytics, and able to position HR as a strategic driver of business success.



# 4 Course Agenda

## Day 1

On the first day, you will build a strong framework for data-driven decision-making in HR. You will develop essential skills in data-analytic thinking, tool selection, data management, and modeling. More importantly, you will learn how to translate data insights into compelling business cases that inspire action.

### Module 1: A Framework for Data-Analytic Thinking

You will understand the fundamentals of data-analytic thinking and why it is critical for effective HR decision-making. You will practice formulating data-driven hypotheses and learn how to use visualization and storytelling techniques to communicate insights persuasively. You will also gain a structured approach to data analysis, covering data collection, cleaning, and modelling. So, you can build a solid foundation in HR analytics.

### Module 2: Tools for Data-Driven HR Decision Making

You will explore a range of popular HR analytics tools, comparing their strengths, limitations, and best applications. You will get hands-on experience using Excel, the most widely used and accessible tool for HR data analysis. You will also learn how to select the right tool for specific HR needs, ensuring your decision-making is both efficient and effective.

### Module 3: Data Collection, Clean-Up & Warehousing

You will develop a clear understanding of internal structured data and external big data, and how both can be applied in HR. You will learn best practices to ensure accuracy, consistency, and reliability, so that the data you use becomes a trusted foundation for decision-making. You will also discover practical strategies for data storage and consolidation, enabling seamless access and integration for future analysis.

*By the end of Day 1, you will have a strong analytical foundation and the mindset, tools, and techniques needed to extract valuable insights from HR data.*

#### Course Schedule:

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
Registration	Upskilling	Break	Upskilling	Break	Upskilling	Break	Upskilling

#### Note:

All modules will be delivered across Day 1 and Day 2. However, the trainer may adjust the sequence, modify content, or emphasize specific topics based on the delegates' skills and experience.



# 5 Course Agenda

## Day 2

On the second day, you will move from theory to practice. You will apply HR analytics techniques to solve pressing business challenges. The focus will be on data modeling, hypothesis testing, and real-world applications, giving you the confidence to improve HR strategies and business performance using evidence-based insights.

### Module 4: Data-Driven People Decision-Making & Modeling

You will learn how to use graphs and visualizations to tell compelling stories that influence stakeholders. You will practice developing and testing hypotheses using HR data, ensuring that every decision you make is backed by solid evidence. You will also gain hands-on experience in using Excel for modeling and visualization, making even complex data clear, accessible, and actionable.

### Module 5: Key Applications of HR Analytics

You will apply your learning to real HR challenges that matter most to your role. You will learn how to predict and address employee turnover, measure the ROI of training programs, and understand the link between engagement and profitability. You will uncover the success factors in recruitment, analyze the impact of pay structures and benefits, and use analytics to support career planning and succession. Finally, you will examine how HR policies directly connect to company profitability, giving you the confidence to link people decisions to bottom-line results.

*By the end of Day 2, you will have practical experience in building predictive models, analyzing HR data, and turning insights into strategies that drive measurable business success.*

#### Course Schedule:

08:30-09:00	09:00-10:30	10:30-11:00	11:00-13:00	13:00-14:00	14:00-15:30	15:30-16:00	16:00-17:00
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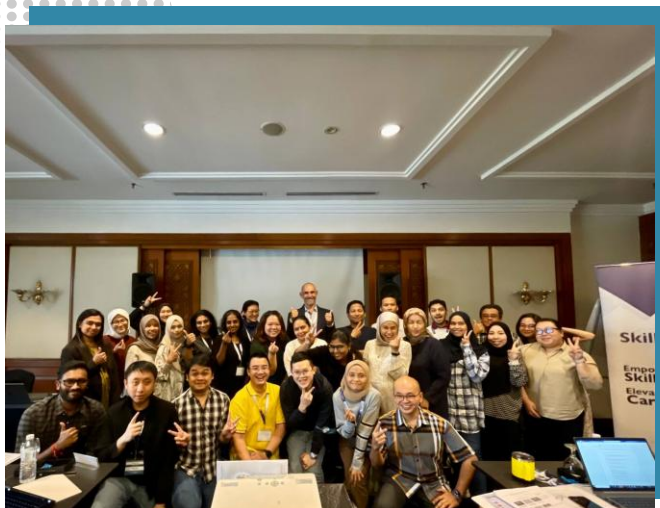
# 6 Who Should Attend

This workshop is suitable for all HR professionals who want to move from intuition-based decisions to evidence-driven strategies. It is especially relevant for those responsible for workforce planning, compensation, organizational development, and HR leadership, including but not limited to:

Role	Relevancy	Why?
HR Directors & CHROs	★★★★	You need to demonstrate the business impact of HR decisions and align people strategies with organizational goals.
HR Business Partners	★★★★	You will strengthen your ability to advise leaders with evidence-backed insights instead of intuition.
Workforce Planners	★★★★	You will learn how to anticipate talent gaps and build future-ready workforce strategies.
Compensation & Benefits Managers	★★★★	You will use analytics to design fair, competitive pay plans that improve retention and cost efficiency.
Organisational Development Managers	★★★★	You will connect engagement, performance, and culture initiatives directly to business outcomes.
Learning & Development Managers	★★★	You will measure the ROI of training programs and show how development initiatives drive performance.
Talent Acquisition Managers	★★★	You will identify recruitment success factors and make smarter hiring decisions based on data.
HR Analysts / Data Analysts	★★★	You will sharpen your technical skills and learn how to translate data into HR strategy.

★★★★ Highly Relevant    ★★★ Relevant    ★ Somewhat Relevant

# 7 Our Past Sessions





# Let's Level Up!

Are you ready to empower your skills and ultimately elevate your career?



**Standard Fee : RM4,500/pax**  
**Group Fee : RM4,350/pax (min 3 pax)**

- ✓ Fees are per participant & inclusive of 8% SST.
- ✓ This course is **partially claimable** through HRD Corp Claimable Course (SBL-KHAS) Scheme: Employer-Specific Course with maximum claimable amount of RM3,500/pax. Amount difference will be invoiced to the company.
- ✓ **[Optional]** Add a **1-night stay** at the event hotel for a discounted rate of **RM400 nett**.

**Step 1:** Click the registration link here:

→ <https://www.skill-lyft.com/workshop-series-registration-form> or scan the QR code below and complete the online form.



**Step 2:** We'll review your submission and email the relevant documents:

- If applying for HRD Corp grant: You'll receive supporting documents to complete your grant application.
- If not applying for grant: You'll receive an invoice for direct payment.

Need help or have questions?  
Reach out to us at [registration@skill-lyft.com](mailto:registration@skill-lyft.com)



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